



DISCOVER PUERTO RICO LAUNCHES “TIME” CAMPAIGN

San Juan, Puerto Rico- Discover Puerto Rico has launched Phase I of its new campaign, “Time,” looking to inspire the audience in this time of uncertainty. Through the initial phase of the campaign, Discover Puerto Rico aims to drive awareness and maintain Puerto Rico at the top of consumers’ minds while encouraging them to daydream about a future visit to the island; all in good time. As part of the campaign, Discover Puerto Rico will share different versions of 30 second and 15 second videos, promoting the beauty and serenity of our island.

“While people remain in their homes due to self-quarantine and social distancing, we are reaching them through digital and social channels to bring them a taste of Puerto Rico as a respite from their everyday life,” expressed Brad Dean, CEO of Discover Puerto Rico.

The “Time” concept was developed by creative agency, R&R Partners, and produced locally by Discover Puerto Rico’s in-house multimedia team, using existing assets. This allowed the DMO to create the campaign assets without making an additional monetary investment. The Phase I campaign will be seen via Facebook, Instagram and Twitter. Also, they will live on Discover Puerto Rico’s YouTube channel, to view click [here](#).

Phases II and III of the campaign will be revealed as the strategic plans put in place by the DMO indicate the island is open for business and again ready to receive visitors.

“We know that right now, people have time; time to dream and think of what you miss the most. For many, that means dreaming of where to travel next. In the first phase of the campaign, we want to inspire people to dream about our extraordinary island and everything it has to offer. When it’s time to travel again, Puerto Rico will be here to welcome visitors and provide them with an unforgettable experience,” concluded Dean.

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About Discover Puerto Rico

Discover Puerto Rico is an established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. You can visit us at DiscoverPuertoRico.com.

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